

<i>SERFF Tracking Number:</i>	<i>AMLC-127803089</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United American Insurance Company</i>	<i>State Tracking Number:</i>	<i>50250</i>
<i>Company Tracking Number:</i>	<i>AD-313</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>UA Medicare Supplement Print Ad</i>		
<i>Project Name/Number:</i>	<i>UA Medicare Supplement Print Ad/AD-313</i>		

## Filing at a Glance

Company: United American Insurance Company

Product Name: UA Medicare Supplement Print Ad SERFF Tr Num: AMLC-127803089 State: Arkansas

Ad

TOI: MS06 Medicare Supplement - Other	SERFF Status: Closed-Filed-Closed	State Tr Num: 50250
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Sub-TOI: MS06.000 Medicare Supplement - Other	Co Tr Num: AD-313	State Status: Filed-Closed
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Filing Type: Advertisement

Author: Mary Johnson

Date Submitted: 11/11/2011

Reviewer(s): Stephanie Fowler

Disposition Date: 11/17/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: UA Medicare Supplement Print Ad

Project Number: AD-313

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 11/17/2011

State Status Changed: 11/17/2011

Created By: Mary Johnson

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Mary Johnson

Filing Description:

Attached for your review and approval please find the above noted advertisement; AD-313, Medicare Supplement Ad, which is being filed as an invitation to inquire. This is a new submission which has never been filed and does not replace any previous filing submissions. This form will be used by our agents as a tool to provide information to potential insured about the Medicare policies form numbers, MSA10, MSB10, MSC10, MSD10, MSF10, MSHDF10, MSG10, MSK06R, MSL06R, or MSN10, which have been filed/approved in your state (plans and approvals vary by state).

The above noted form is being filed in Nebraska our state of domicile and is being filed in other states as necessary, where the company is licensed to do business.

SERFF Tracking Number: AMLC-127803089 State: Arkansas  
Filing Company: United American Insurance Company State Tracking Number: 50250  
Company Tracking Number: AD-313  
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
Product Name: UA Medicare Supplement Print Ad  
Project Name/Number: UA Medicare Supplement Print Ad/AD-313

## Company and Contact

### Filing Contact Information

Mary Johnson, Compliance Analyst mjohnson@torchmarkcorp.com  
3700 S. Stonebridge Drive 214-544-5335 [Phone]  
McKinney, TX 75070 972-569-3728 [FAX]

### Filing Company Information

United American Insurance Company CoCode: 92916 State of Domicile: Nebraska  
P.O. Box 8080 Group Code: 290 Company Type: Life and Health  
McKinney, TX 75070-8080 Group Name: Liberty National State ID Number:  
(972) 529-5085 ext. [Phone] FEIN Number: 73-1128555

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? No  
Fee Explanation: \$50.00 per advertisement x 1 = \$50.00  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United American Insurance Company	\$50.00	11/11/2011	53687820

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	11/17/2011	11/17/2011

### Amendments

Schedule	Schedule Item Name	Created By	Created On	Date Submitted
Form	Medicare Supplement Advertisement	Mary Johnson	11/15/2011	11/15/2011

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## **Disposition**

Disposition Date: 11/17/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form (revised)</b>	Medicare Supplement Advertisement	Filed-Closed	Yes
<b>Form</b>	Medicare Supplement Advertisement	Replaced	No

SERFF Tracking Number: AMLC-127803089 State: Arkansas

Filing Company: United American Insurance Company State Tracking Number: 50250

Company Tracking Number: AD-313

TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other

Product Name: UA Medicare Supplement Print Ad

Project Name/Number: UA Medicare Supplement Print Ad/AD-313

## Amendment Letter

Submitted Date: 11/15/2011

### Comments:

Please note the following: In the original submission of the AD-313 the brackets were thought an oversight were inadvertently omitted from the policy form numbers and have now been added.

### Changed Items:

#### Form Schedule Item Changes:

#### Form Schedule Item Changes:

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
AD-313	Advertising	Medicare Supplement Advertiseme nt	Initial					AD-313 5 Reasons 1111_Bracket s.pdf

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## Form Schedule

### Lead Form Number: AD-313

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 11/17/2011	AD-313	Advertising	Medicare Supplement Advertisement	Initial			AD-313 5 Reasons 1111_Brackets.pdf

# Medicare Supplement Print Ad - AD-313

2 Column

## Want a Good Reason to Choose **UNITED AMERICAN INSURANCE COMPANY** for your Medicare Supplement Insurance Policy?

### WE HAVE SEVERAL!

1. One of the largest writers of individual Medicare Supplemental Insurance policies in the United States\*.
2. More than [40] years of service to Seniors
3. Simple, on-the-spot qualification
4. Freedom to choose your doctors and facilities
5. Agent-serviced for the life of the policy

**For more information, contact:**



\*[NAIC Medicare Supplement Loss Ratios, 2010 Medicare Supplement Insurance Experience Reports, June 2011]. United American Insurance Company is not connected with or endorsed by the U.S. Government or federal Medicare program. Policies and benefits may vary by state and have some limitations and exclusions. Individual Medicare Supplement policy forms [MSA10, MSB10, MSC10, MSD10, MSF10, MSHDF10, MSG10, MSK06, MSL06, MSN10, and MC4810 in WI] are available from our Company where state approved. Some states require these plans be available to persons eligible for Medicare due to disability. This is a solicitation for insurance. You may be contacted by an Agent representing United American Insurance Company.

AD-313

UA10561 1111

3 Column

## Want a Good Reason to Choose United American Insurance Company for your Medicare Supplement Insurance Policy?

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